

Message Text

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PAGE 01 THE HA 03311 281455Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 FAA-00 DOTE-00 /035 W
-----112018 281456Z /44

P 281351Z JUN 77
FM AMEMBASSY THE HAGUE
TO AMEMBASSY PARIS PRIORITY
SECSTATE WASHDC 745
USDOC WASHDC

UNCLAS THE HAGUE 3311

PARIS FOR DMA BERYL COHEN

E.O. 11652: NA
TAGS: BEXP NL
SUBJECT: PROMOTION CAMPAIGN FOR PARIS AIR SHOW

REF: PARIS 17400

AS REQUESTED REFTEL, BELOW ARE LIGHTED HIGHLIGHTS OF
EMBASSY'S EFFORTS TO PROMOTE US PAVILION AT PARIS AIR SHOW:

A. A NEW UNIVERSE PROSPECT LIST WAS PREPARED.

B. A REVISED INVITATION LETTER TO VISIT THE US PAVILION
AT THE PARIS AIR SHOW WAS PREPARED AND MAILED FROM PARIS
TO ALL DUTCH KEY-PROSPECTS.

C. A PROMOTIONAL ARTICLE ON US PAVILION PUBLISHED IN THE
EMBASSY COMMERCIAL NEWSLETTER AND THE TRADE PRESS WAS
INFORMED.

D. DUTCH PROSPECTS WERE INVITED TO ATTEND IN EMBASSY
AUDITORIUM A PREVIEW OF THE US PAVILION ON APRIL 6. AT
THE SAME TIME, PERSONAL CALLS WERE MADE. FIFTY OFFICIALS
AND BUSINESSMEN CAME. FOLLOWING PREVIEW, A SOCIAL GET-
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TOGETHER WAS ATTENDED BY THE AMBASSADOR, DCM, AND EMBASSY
SENIOR OFFICERS.

E. A REPFIND BOOKLET AND A COVERING LETTER WERE SENT TO
EIGHTY POTENTIAL IMPORTERS AND DISTRIBUTORS.

F. AN INVITATION LIST FOR THE AMBASSADOR'S JUNE 8

RECEPTION FOR THE DUTCH GROUP AT THE PARIS AIR SHOW WAS PREPARED.

G. TWO HUNDRED AND FIFTY INVITATION LETTERS TO ATTEND THE RECEPTION WERE SENT.

H. AS RESULT OF ABOVE PLUS FOLLOW-UP REMINDER TO THOSE WHO HAD NOT REPLIED, AN ACCEPTANCE LIST WITH 75 NAMES WAS SENT TO PARIS. WE UNDERSTAND A LARGER NUMBER ATTENDED RECEPTION.

I. THE AMBASSADOR SPENT WHOLE DAY OF JUNE 8 AT AIR SHOW. BESIDES ACTIVITIES ABOVE, HE CALLED ON SEVERAL AMERICAN COMPANIES AT THEIR INDIVIDUAL CHALETS.

J. GENERAL DYNAMICS WAS ASSISTED WITH ITS LIST OF GUESTS TO THE LUNCHEON AT ITS CHALET ON JUNE 8 TO COINCIDE WITH AMBASSADOR'S RECEPTION.
MCCLOSKEY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 28-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977THEHA03311
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770230-0768
Format: TEL
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770612/aaaaakii.tel
Line Count: 81
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5d39da75-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
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Reference: 77 PARIS 17400
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2015263
Secure: OPEN
Status: NATIVE
Subject: PROMOTION CAMPAIGN FOR PARIS AIR SHOW
TAGS: BEXP, NL
To: PARIS STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/5d39da75-c288-dd11-92da-001cc4696bcc
Review Markings:
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